

SHARP

MX-2301N

Digital Full Colour Multifunctional System



SALES GUIDE

SHARP **DOCUMENT** SOLUTIONS

INTRODUCTION

Sharp has been competing in the 20 ppm market place with the MX-2300N, however, competition in this segment has intensified in recent years. Following significant improvements in the line of image quality comparable with the MX-3100N/MX-2600N, the highly productive, full colour MX-2301N has been launched to replace the MX-2300N.

The MX-2301N builds on the success of its award-winning predecessor and sets a new standard for high performance colour MFPs. The focus of enhancements has been in the areas of image quality, usability, efficiency, cost performance and security.

Image quality has been enhanced by using specially formulated toner and developer which ensure clear, high quality output and lend a new edge of professionalism to every document you produce.

The MX-2301N has been designed with efficiency in mind. It supports Sharp OSA3.0, which makes it easier for users to customise their MFP and to integrate it into their office workflow. What's more, the Remote Access Front Panel feature enables the operation panel to be viewed on a PC exactly as it appears on the MFP which makes it easy for IT administrators to control remotely.

Speed of business and cost efficiency are becoming more important than ever. To meet these needs, the MX-2301N has print and copy speeds of 23 ppm respectively – in both colour and black & white. In addition, it has an impressive scan speed of 50 opm.

In summary the MX-2301N is well placed to become market leader in the Colour Capable sector, a sector which is predicted to continue its rapid expansion over the next few years.



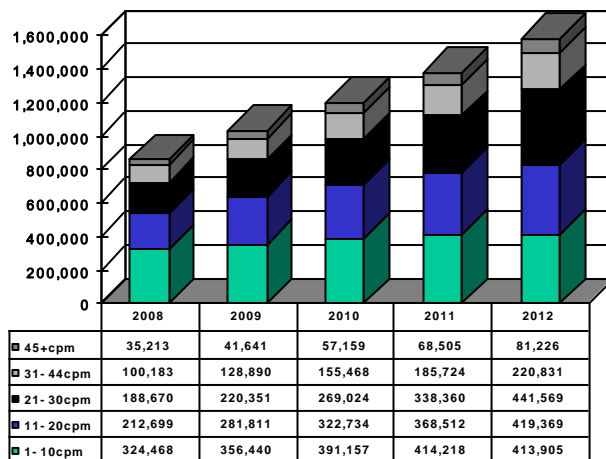
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MARKET ANALYSIS

■ Western Europe Colour MFP Market Forecast (2008-2012)

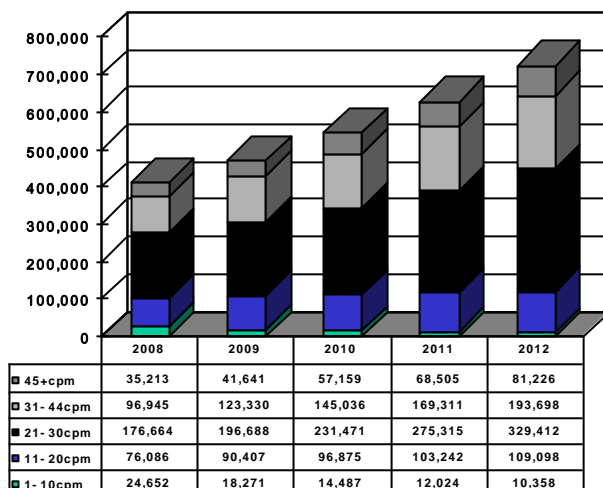
- Colour MFP market shows strong signs of growth
- All categories are forecast to increase except for 1-10 ppm/cpm
- This growth trend applies to both A4 and A3 colour MFP
- There are still a lot of opportunities for B2C in the marketplace
- This trend is spreading from mid-high speed to low speed such as the 20-25 ppm/cpm category



	CAGR '08 – '12
1-10 ppm/cpm	6.3%
11-20 ppm/cpm	18.5%
21-30 ppm/cpm	23.7%
31-44 ppm/cpm	21.8%
45+ ppm/cpm	23.2%

■ Western Europe A3 Colour MFP Market Forecast (2008-2012)

- The market volume for A3 Colour MFP is in 21-30 ppm/cpm which is mainly office business
- The 21-30 ppm/cpm category is forecast to grow with 16.9% CAGR
- Sharp is competing in the 21-30 ppm/cpm category with the MX-2600N/MX-3100N
- However, competitor colour line-up now includes 20 ppm/cpm to take advantage of the B2C business
- Sharp MX-2300N is also positioned as a B2C model in the lower end of this category
- It makes sense for the MX-2301N to be launched in this category to maximize colour sales

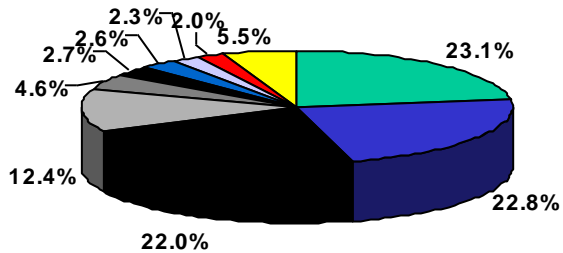


	CAGR '08 – '12
1-10 ppm/cpm	-19.5%
11-20 ppm/cpm	9.4%
21-30 ppm/cpm	16.9%
31-44 ppm/cpm	18.9%
45+ ppm/cpm	23.2%

MX-2301N SALES GUIDE

■ Western Europe Digital Copier Market (Colour/Low Category)

2008: 20-23 ppm/cpm, 91,898 units



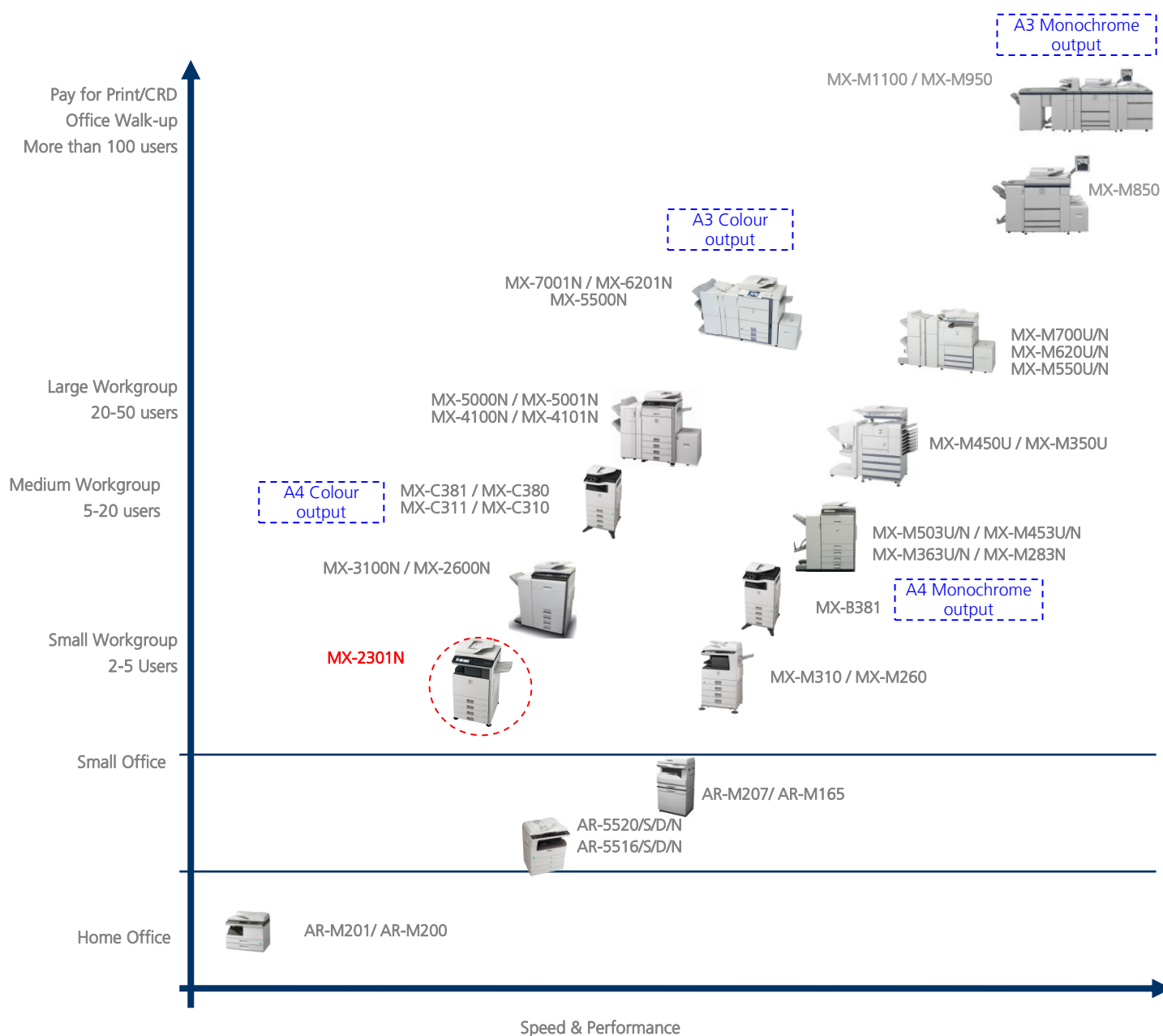
RICOH	KONICA MINOLTA	CANON
SHARP	DEVELOP	TOSHIBA
INFOTEC	OLIVETTI	REX ROTARY
Others		

Brand	Model	Units	Share
CANON	iRC 2380 i	20,176	22.0%
KONICA MINOLTA	bizhub C 203	17,295	18.8%
RICOH	Aficio MP C2000 AD	16,771	18.2%
SHARP	MX 2300 N	11,408	12.4%
KONICA MINOLTA	bizhub C 200	3,623	3.9%
DEVELOP	ineo + 203	3,384	3.7%
RICOH	Aficio MP C2000	2,748	3.0%
TOSHIBA	e-Studio 2330 C	2,526	2.7%
INFOTEC	Aficio MP C2000	1,622	1.8%
OLIVETTI	d-Color MF 201+	1,598	1.7%
Others		10,747	11.7%
TTL		91,898	100.0%

- Inforsource shows the colour market share in the 20-23 ppm/cpm category as above
- In this category, Canon, Rico and Konica Minolta are the top three manufacturers
- Canon has one model – iRC2380i (23 ppm/cpm)
- Konica Minolta has two models – C203 and C200 (20 ppm/cpm)
- Ricoh launched two models in Dec 2008 – MPC2050 and MPC2030 which are the successors of MPC2000
- Sharp has 12.4% market share in this category
- Competitors are focusing on this market due its expected growth
- Sharp MX-2301N will help to increase sales in the 20-23 ppm/cpm category

MX-2301N SALES GUIDE

PRODUCT POSITIONING & MCV

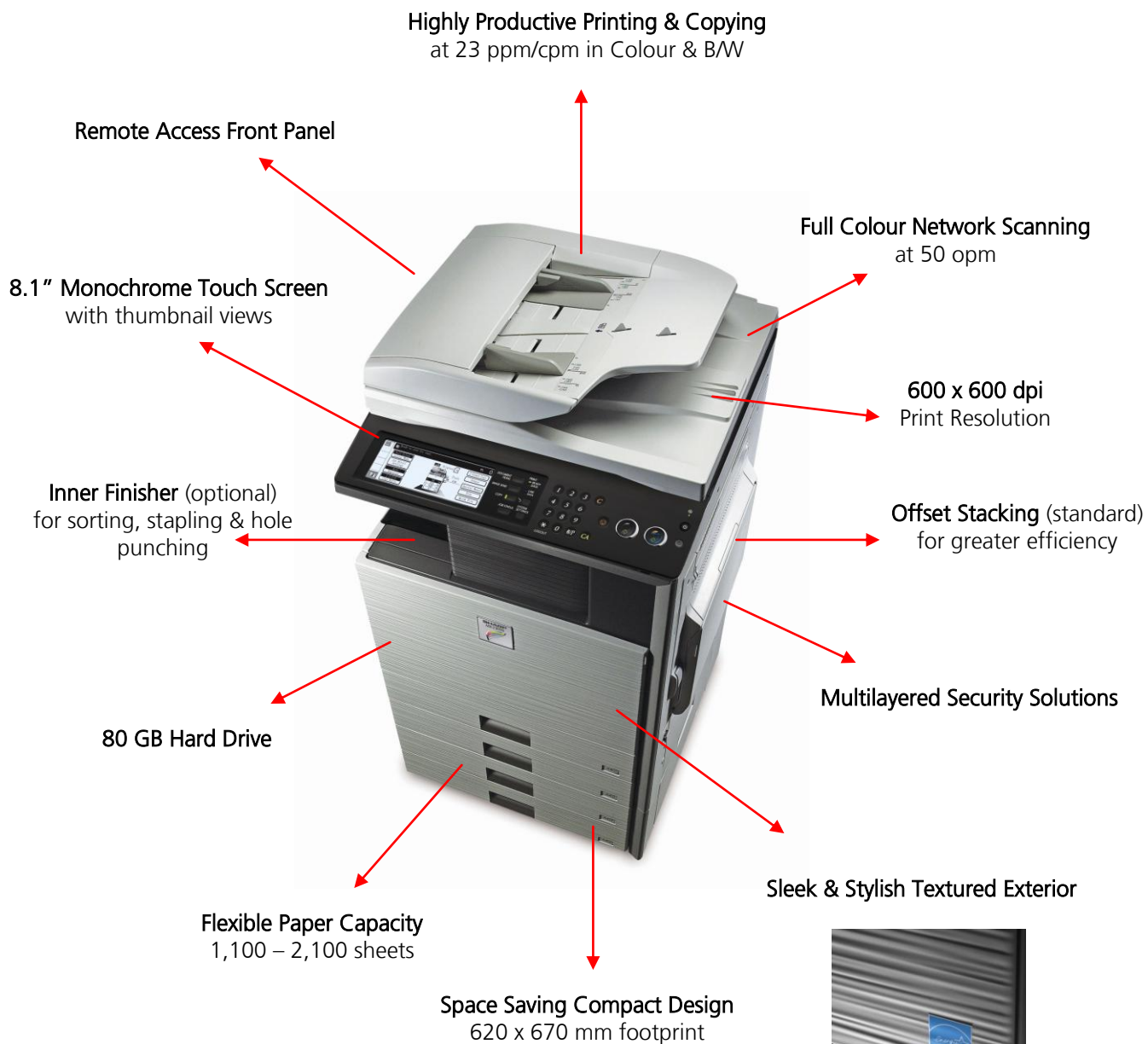


Model Name	Speed		Max Monthly Volume		Life
	Colour	B/W	Colour	B/W	
MX-2301N	23 ppm (cpm)	23 ppm (cpm)	15k	75k	1,200k or 5 Years

The **Machine Life** represents the product design life for a machine that has used genuine Sharp supplies and has been serviced at the preventative maintenance schedule by fully experienced technicians. It is intended for planning purposes only due to the influence on the life of the product by external sources such as environment, customer handling, copy/print media used and geographical location.

The **Max Monthly Volume** indicates the greatest volume the MFP can handle. Continual copying/printing at the maximum level can result in reduced performance and a shorter overall life.

PRODUCT OVERVIEW



COMPARISON WITH MX-2300N & MX-2600N

		MX-2300N	MX-2301N	MX-2600N
Speed (ppm)	Colour	23	23	26
	Mono	23	23	26
First Copy Time (sec)	Colour	8.9	8.9	8.9
	Mono	6.3	6.0	6.0
Warm Up Time (sec)		80	60	60
Control Panel		8.1 inch H-VGA touch screen mono LCD panel	8.1 inch H-VGA touch screen mono LCD panel	8.5 inch WVGA touch screen colour LCD panel
Remote Front Panel		N/A	Yes	Yes
Paper Capacity		1,100 – 5,600	1,100 – 2,100	1,100 – 5,600
Integrated Keyboard		Fixed onto front of MFP	Fixed onto front of MFP	Integrated & retractable
Resolution (dpi)	Copier	600 x 600	600 x 600	600 x 600
	Printer	600 x 600	600 x 600	1,200 x 1,200
Memory	Copier	768 MB	1 GB	1 GB
	Printer	640 MB	512 MB	512 MB - 1.5 GB
	HDD	40 GB	80 GB	80 GB
Inner Finisher		Opt MX-FNX1	Opt MX-FNX9	Opt MX-FNX9
Saddle Stitch Finisher		Opt MX-FNX2	N/A	Opt MX-FN10
Fax		Opt MX-FXX1	Opt MX-FXX2	Opt MX-FXX2
USB Port		At side of MFP	At front & side of MFP	At front & side of MFP
Scan to XPS File Format		N/A	Yes	Yes
Document Filing	Data Stored	All data (Copy, Scan, Print)	All data (Copy, Scan, Print)	All data (Copy, Scan, Print)
	Capacity (Disk Size)	Main & Custom: 10 GB Quick File: 10 GB	Main & Custom: 38 GB Quick File: 12 GB	Main & Custom: 38 GB Quick File: 12 GB
	Capacity (Pages)	Main & Custom: 1,400 Quick File: 1,400	Main & Custom: 5,500 Quick File: 1,700	Main & Custom: 5,500 Quick File: 1,700
	Capacity (Files)	Main & Custom: 1,000 Quick File: 1,000	Main & Custom: 3,000 Quick File: 1,000	Main & Custom: 3,000 Quick File: 1,000
	Custom Folders	500	1,000	1,000
OSA		ver. 2.0	ver. 3.0	ver. 3.0
Data Security Kit		Opt MX-FRX1 / 1U	N/A	Opt MX-FR10 / 10U
Dimensions (W x D x H)		620 x 670 x 950 mm	620 x 670 x 950 mm	620 x 670 x 695 mm

TARGET MARKET

■ Target Environment & Sales Strategies

The MX-2301N is designed to offer as much flexibility as possible, combining the best elements of the larger MFPs with its own unique features including:

- New contemporary design suitable for any modern office environment
- Superior image quality thanks to new toner and developer
- Variety of finishing capabilities make this machine highly productive
- Reduced TCO through the Remote Access Front Panel facility
- Advanced OSA technology

There are several distinct potential customers for these devices.

Main colour machine for small office

- Full-scale colour MFP for small office
- Full support functionality for Copy, Network Print, Network Scan and FAX
- Colour usage management by authentication

“B2C” sales for low-end category

- Replacements for low-end B/W category like Seg1/2
- Offer the complete colour line-up from low to high-end categories

Fleet management together with Sharp MFP

- Reasonable model for fleet management with Sharp colour and B/W models
- Kick-out small colour MFP/Printer by HP or Lexmark to minimize TCO
- Uses same User Interface and Driver as recent Sharp MFPs

KEY SELLING POINTS

■ High Productivity

Engine Speed

Every job will be done fast with a maximum print speed of 23 ppm/cpm in both colour and B/W. The MX-2301N can also scan at speeds of up to 50 opm (200 dpi).

First Copy Out Time

The first colour copy is output in 8.9 seconds with the first B/W copy output in just 6.0 seconds. Combined with a warm up time of 60 seconds, it's evident that everything has designed with efficiency in mind.

Space Saving Inner Finisher

The optional inner finisher (MX-FNX9) makes it possible to sort, staple and hole punch documents as they are produced. Combined with the duplex unit and offset stacking, (both of which are standard) this makes the MX-2301N capable of producing and finishing the majority of office documents quickly and easily.

In addition, unlike its competitors, installing the finisher does not massively affect the footprint of the machine.



Gigabit Ethernet (1000Base-T)

The speed of the network connection has been improved with the addition of Gigabit Ethernet – so your print jobs will reach the MFP faster and your scan jobs will be sent much more quickly.

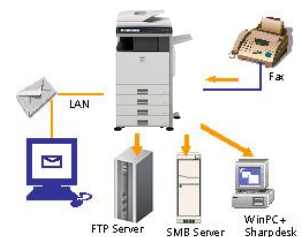
Direct SMTP

When using Internet Fax, if both the sending and receiving machines are capable of operating by Direct SMTP, the Fax can be transmitted without going through the mail server. This eliminates a potential bottle neck, and since the Fax is transmitted directly, it takes less time to arrive.

Fax Management

With the advanced Fax management functions of the MX-2301N, you need never print a fax again.

- Inbound Routing will send faxes directly via email to a specified recipient or send them as tiff data to servers/PCs, so that only required faxes need to be printed.
- PC-Fax enables documents to be faxed directly from your PC – no need to print them first.



Stamp Unit

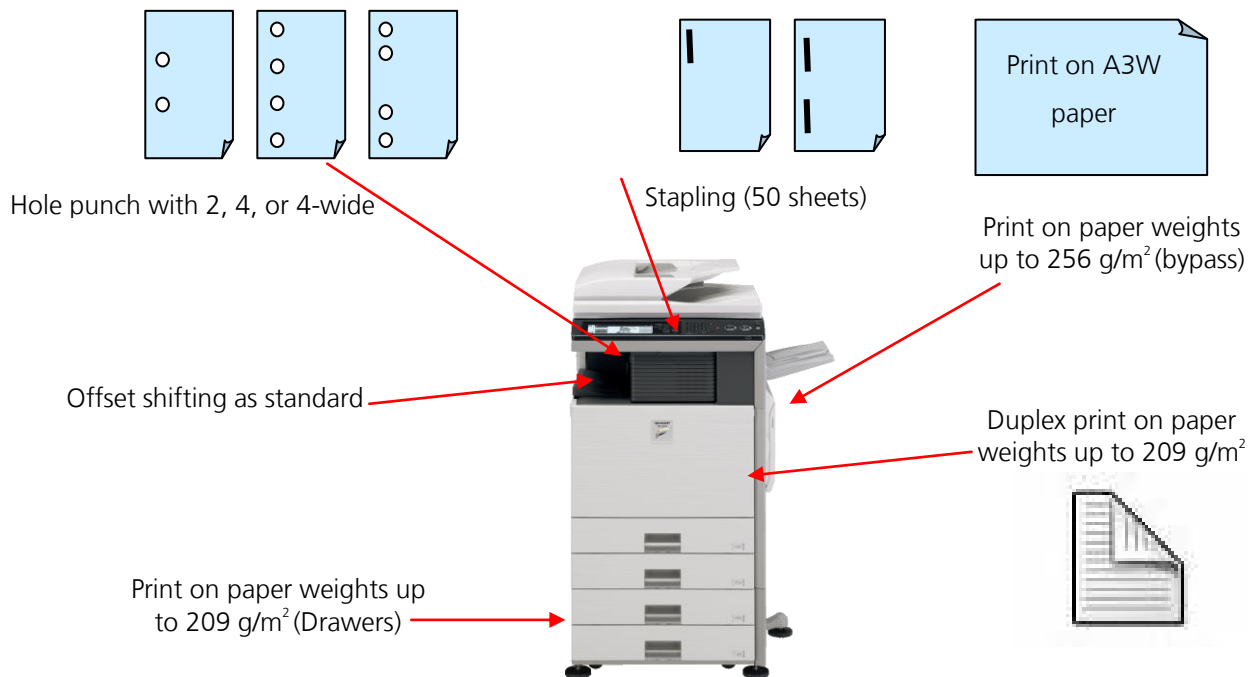
The stamp unit allows users to check which documents have already been scanned by stamping each sheet (twice for duplex documents).

Tandem Print & Copy

The Network Tandem function effectively doubles the output speed by connecting two MFPs to handle large print jobs.

■ Flexible Paper Handling

More and more offices are choosing to create as many documents as possible in-house. This means that an office MFP has to be able to produce a wide variety of documents in different formats and styles.



Thanks to this flexibility in finishing options, plus excellent output quality, the MX-2301N can be used for many types of document, from reports and records to training materials, not to mention leaflets, mail drops or posters.

■ Image Quality

The ability to print and copy in colour is fast becoming ubiquitous in the modern office. Not only that, but as colour MFPs are used more and more to create highly important documents in the office, demand for higher quality colour output has never been higher.

Some manufacturers are no longer differentiating between 'Colour Capable' and 'Full Colour' machines, as they believe their machines offer good enough quality for the most demanding users.

600 x 600 dpi

The MX-2301N offers excellent image quality and can print and copies in 600 x 600 dpi in colour and B/W.

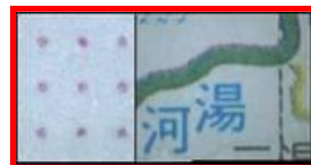
High Grade Toner

The toner particles used in the MX-2301N have been refined compared to that of the past MX-2700N & MX-2301N. They are smaller and more uniform in terms of size & shape and can be distributed more evenly on the paper. As a result; dots, fine lines & characters are better reproduced, and texture is less granulated.

Conventional Toner



New Developed Toner



New Developer

A developer also helps improve the image quality through smoother distribution of the toner on the paper. Combined with the High Grade Toner, this results in improved consistent output.

MX-2700N/2300N

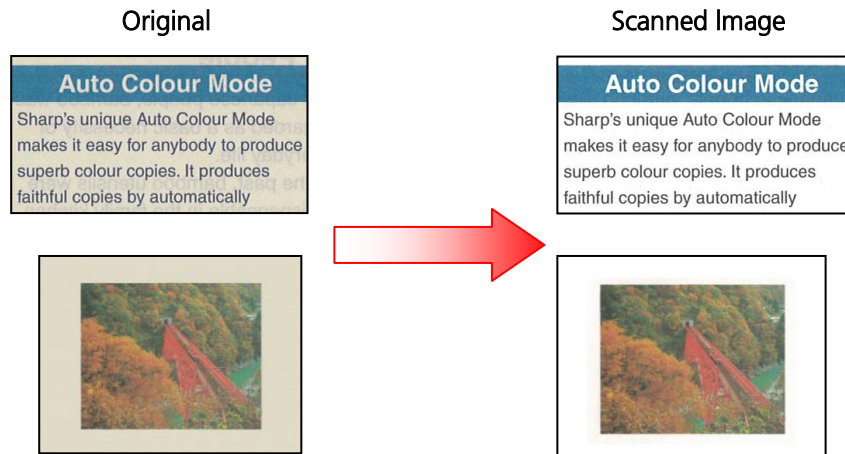


MX-3100N/2600N/2301N



Suppressed Background

Original document with a light (or off-white) background can be scanned with whiter, brighter backgrounds using the Suppress Background function.

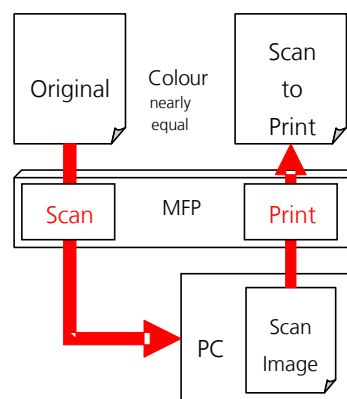
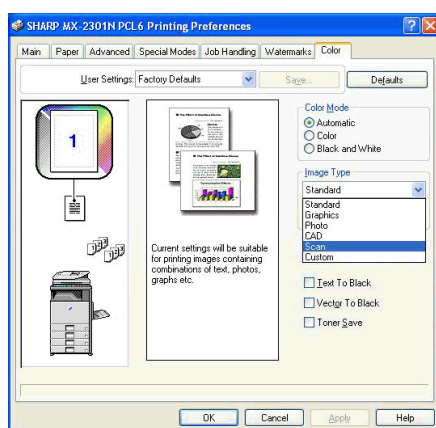


Using this function on photographs or newspapers, the MX-2301N can also create almost the same image colour image as the original. Without this function, the result is a discoloured or washed out image. The accuracy of the image tones has improved compared to the original, despite the improved background colour.

Note: the MX-2301N can suppress background automatically in both scan and copy modes.

Scan to Print

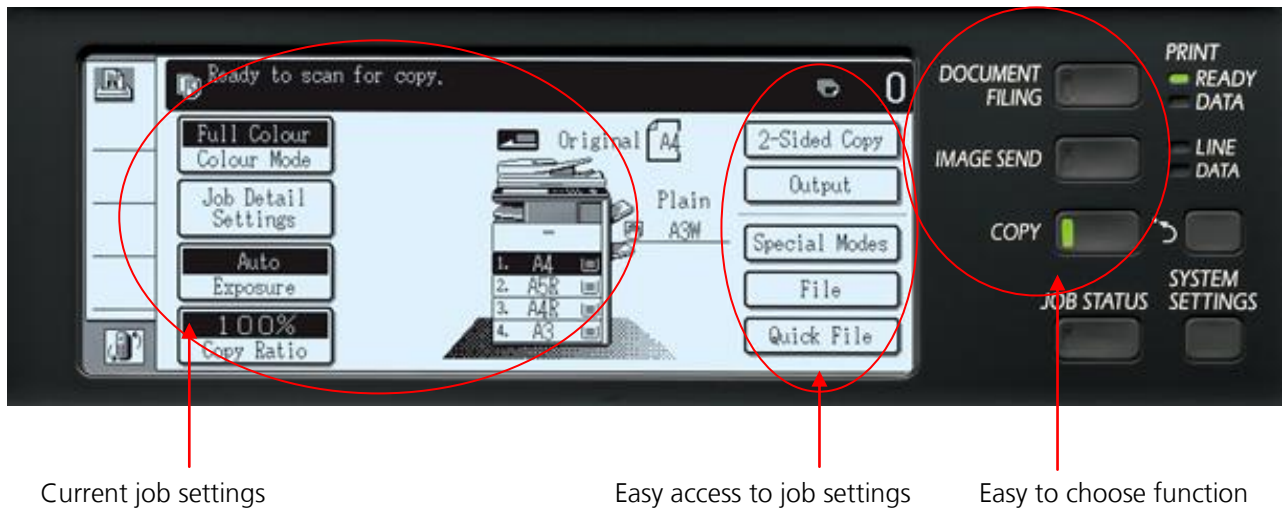
A Print Processing made for scanning images is a new feature of the MX-2301N. When using this mode, users can obtain a print image that is extremely close in colour to the original image.



■ Ease of Use

8.1" Mono Touch Screen LCD Display

The MX-2301N has an 8.1" H-VGA touch screen mono LCD panel similar to that of the MX-2700N/MX-2300N.



Current job settings

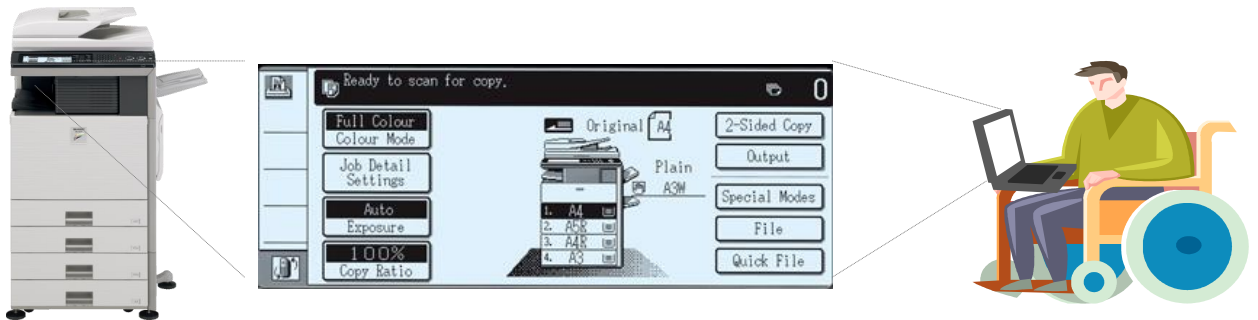
Easy access to job settings

Easy to choose function

Remote Access Front Panel

The control panel for most MFPs is fixed, making it difficult for some people to use the MFP. To combat this, Sharp has developed the Remote Front Panel which shows the full operation panel on a PC as it appears on the MFP, making it easy to control remotely. Service helpdesk or disabled user can connect with the MFP using this feature.

Remarks: It is necessary to install the remote software to users' PC. (Recommended VNC Software: RealVNC, TinyVNC, PAU Ver5)



Other uses include:

- Training – the user panel can be shown to a whole room using a projector, so there is no need for all of the trainees to group around the front of the MFP.
- Helpdesk support – help a user navigate using Remote Front Panel, so no need to visit the MFP.
- Remote Administration – for example, an admin at a company HQ does not need to visit the branch office to manage the MFP.
- Sharp OSA developers can support their software remotely.

■ Multilayered Security Solutions

The MX-2301N employs Sharp's unsurpassed expertise in security to ensure that your data remains safe although it does not support the Data Security Kit.

Secure data during communications with the MFP

- HTTPS / SSL / IPsec network data encryption
- IP / MAC address filtering

Secure data once it leaves the MFP

- PIN printing
- Encrypted PDF support



IEEE802.1X

IEEE802.1X is a LAN standard established by the IEEE 802 committee. It is a technology used to authenticate hardware connected to the network; therefore its main function is to prevent unauthorised machines from gaining access to your network. The MX-2301N supports IEEE802.1X, maintaining the high level of security your network requires using three main techniques:

- Authentication on LAN switches
- DHCP server system
- Personal firewall system

■ Connectivity

There are so many different environments and systems in use in today's office that an MFP needs to be compatible with as many as possible. The MX-2301N has been developed with this in mind.



Sharp is a founder member of the **SAP Printer Vendor Program**. SAP device types for all of our devices will be created to provide connectivity with SAP.



WHQL (Windows Hardware Quality Labs) testing ensures full compatibility with Windows systems.



Sharp is a Citrix Technology Partner, giving us access to testing resources, technical support and other Citrix development tools.

Compatibility with the CUPS (Common Unix Printing System) ensures you can use your MFP with both Unix and Linux.

Not only can our devices work with all these software vendors, the MX-2301N can communicate with them exceptionally quickly over the latest networking technologies:

- Standard Gigabit Ethernet (1000Base-T)
- IPv6



PAU 5

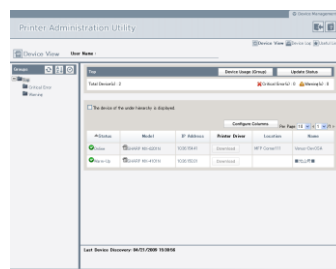
Sharp Printer Administration Utility (PAU) 5 is the latest version of Sharp's own web-based administration utility. It allows administrators to manage their fleet of MFPs quickly and easily, without having to physically visit the MFP.

PAU 5 introduces several new features over PAU 4, including:

- Firmware download
- Remote Operation panel
- Click Count Export (CSV)
- Device Cloning
- Service Reports

Other improvements include:

- New user interface
- Tree navigation structure
- Local Authentication database
- Three user types (Service, Advanced, General), with varying permissions



Function	Service User	Advanced User	General User
System Settings Cloning	Yes	Yes	No
Service Reports	Yes	No	No
Firmware Download	Yes	No	No
Remote Operation	Yes*	Yes*	No
PAU System Configure	Yes	Yes	No
Driver Download	Yes	Yes	Yes
Driver Registration	Yes	Yes	No
Device View	Yes	Yes	Yes
Device Discovery	Yes	Yes	No
Service Alert	Yes	Yes	No
Device Usage Export	Yes	Yes	Yes

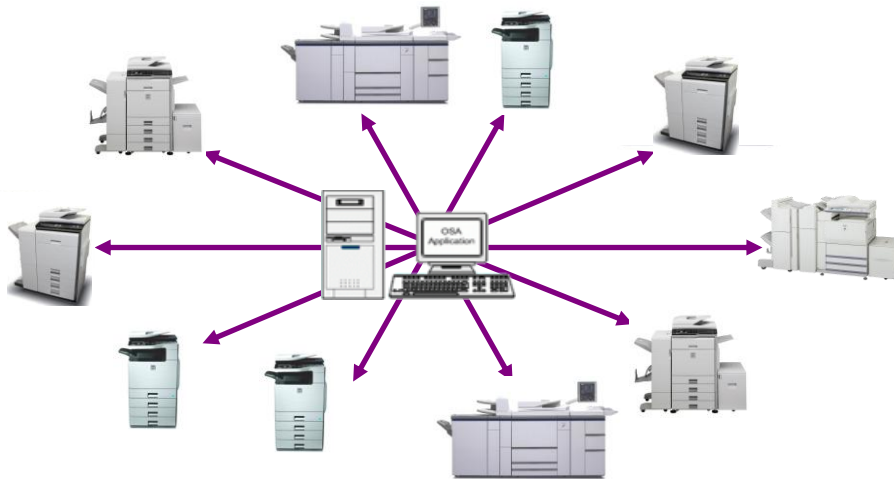
*) The Remote Operation feature will allow user to access depending on the system settings for the Remote Operation at the MFP side.

■ Office Integration

There is a demand for document solutions that can be integrated with new or existing solutions, for archiving, document workflow, accounting or scanning and Sharp Open Systems Architecture (OSA) is perfect for the job.



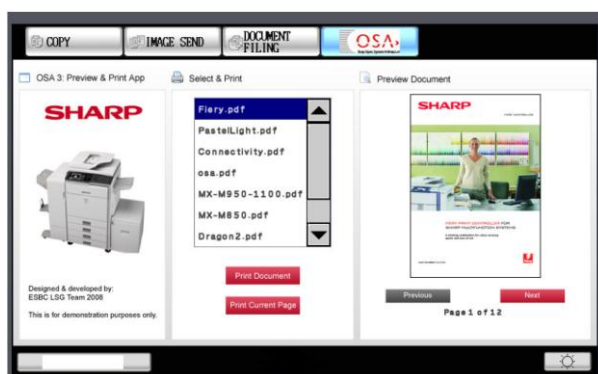
Sharp OSA makes it possible for third-party software developers to create custom applications that link the MFP to software programs on a server or PC, giving you the ability to create your own solutions specific to your own needs.



The MX-2301N is compatible with Sharp OSA version 3.0, which makes it even easier to customise your MFP and integrate it into your office workflow.

Among Sharp OSA 3.0's highlights are:

- A fully customisable User Interface (UI)
- Code description is based on standard HTML
- Standard expansion technologies (Ajax, CSS & Flash) can be easily supported
- An existing Partner program, with many large developers already working with Sharp OSA means that the right integrated solution could already be available.



AJAX: A group of interrelated web development techniques used for creating interactive web applications or rich Internet applications. With Ajax, web applications can retrieve data from the server asynchronously in the background without interfering with the display and behavior of the existing page

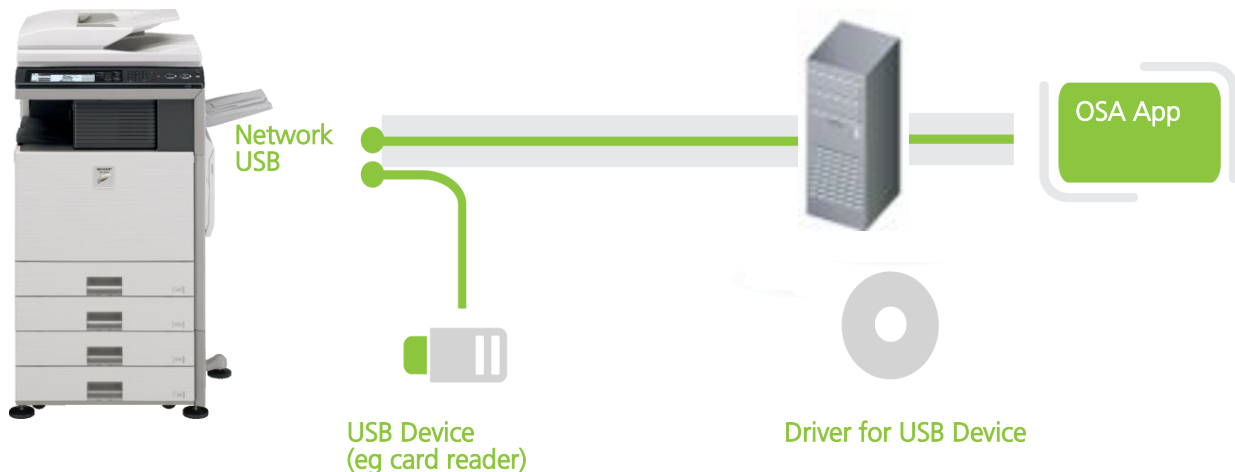
CSS: A stylesheet language used to describe the presentation of a document written in a markup language. Its most common application is to style web pages written in HTML and XHTML.

Flash: A set of multimedia technologies. Flash technology has become a popular method for adding animation and interactivity to web pages.

New features of Sharp OSA 3.0 include:

USB device expansion

USB devices that are not supported by the MFP itself can be used in Sharp OSA mode, using the Windows drivers installed on the Sharp OSA server.



Trial Mode

In order to allow a customer to assess Sharp OSA solution, a trial mode can be set up, which allows full functionality for a limited period. On the MX-2301N this limit has been set at total 19,000 pages. (scanned/ printed/ sent)

Job Build Mode

The function where a particularly large original can be split into sections for scanning (if the number of pages in the document exceeds the capacity of the document feeder) can now be used in Sharp OSA solutions.

Sending Data via HTTP / SMB

Previous versions of Sharp OSA were limited to the FTP protocol for the transmission of data, but many Administrators don't like FTP to be used on their networks. Sharp OSA 3.0 can also transmit data using the HTTP and SMB protocols, making it suitable for almost all environments.



This allows for more simple control, using the same security setting used for web browsing (HTTP).

■ Environmentally Friendly

Energy Saving Mode

The MX-2301N can be set to go into power save mode after a set period of inactivity. In addition to this, there is a power-save button which, when pressed, forces the MFP into power save mode immediately.



Environmental Regulations

- RoHS is a European directive, on the restriction of the use of certain hazardous substances in electrical and electronic equipment.
- WEEE – The Waste Electrical and Electronic Equipment regulations is aimed at reducing the amount of waste going to landfill and improving recovery and recycling rates.
- Energy Star is a label for energy efficient products with worldwide recognition. The Energy Star programme was introduced to Europe in 2002 as a voluntary label for computers, monitors, printers, fax machines, scanners, copiers and multifunctional machines. New specifications were introduced in 2007 which ensure that the Energy Star represents only the markets most energy efficient products.



The MX series are designed with the environment in mind and based on Sharp's policy of becoming a totally environmentally friendly company.

- The MX series has been developed with "Common platform" concept, which utilises common mechanical parts, boards, consumables, software and controllers as much as possible. This fact is important for the overall company's activities such as stock management, production, logistics, technical training, etc. This means less power is required to sustain the company's activities and total energy consumption is reduced, as everything is Sharp.

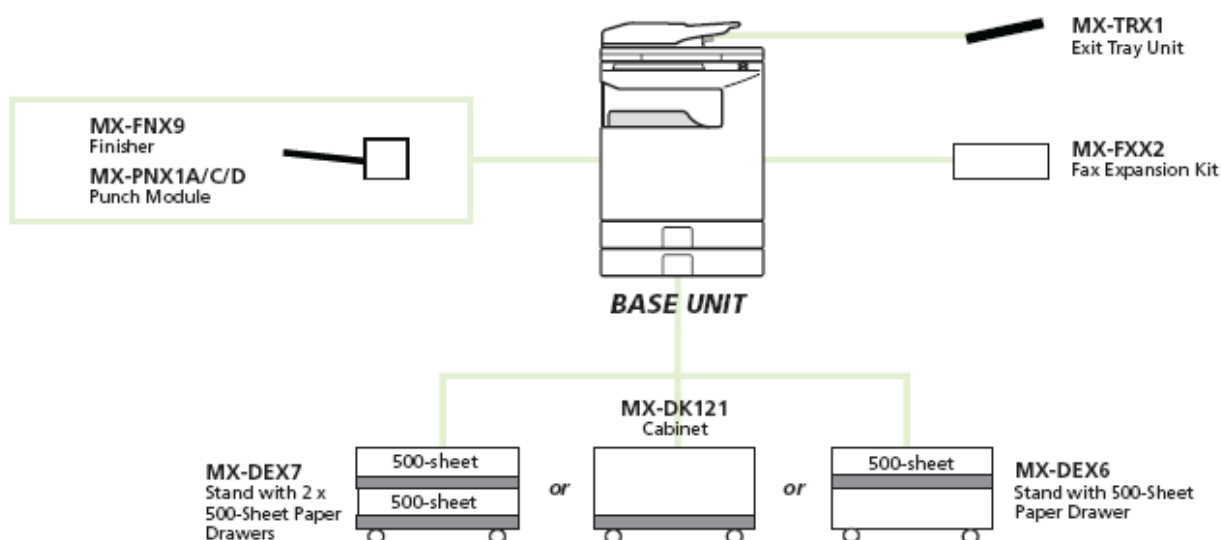
The material name and characteristics are mentioned on all plastic parts and cabinet for recycling. Also labels for caution or operation are reduced as much as possible and instead of these messages are now

CONFIGURATIONS

Options List

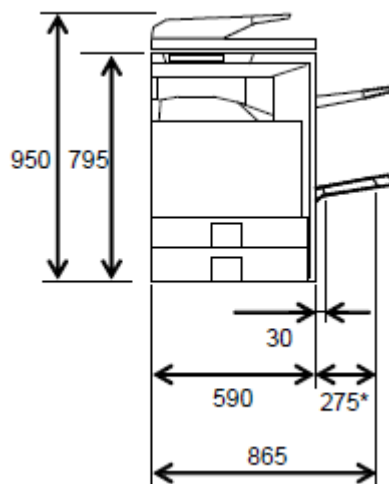
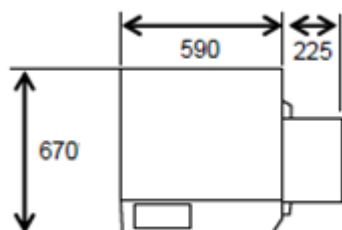
Model Name	Description	Remark
MX-DEX6	1 x 500 sheet paper feeding unit	Cannot install with MX-DEX7 / MX-DK121
MX-DEX7	2 x 500 sheet paper feeding unit	Cannot install with MX-DEX6 / MX-DK121
MX-DK121	Cabinet for 2 paper drawers	Cannot install with MX-DEX6 / MX-DEX7
MX-TRX1	Exit Tray Unit	
MX-FNX9	Inner Finisher	
MX-PNX1A/C/D	Punch Module (A: 2 , C: 4 , D: 4 wide)	MX-FNX9 (Inner Finisher) is required
MX-PKX1	PS3 Expansion Kit	
MX-FXX2	Facsimile Expansion Kit	Includes 8MB flash memory
AR-SU1	Stamp Unit	
MX-FWX1	Internet-FAX Expansion Kit	
MX-AMX1	Application Integration Module	
MX-AMX2	Application Communication Module	
MX-AMX3	External Account Module	
AR-PF1	Barcode Font Kit	
MX-USX1/USX5	Sharpdesk ver3.2 1/5-License Kit	
MX-US10/US50	Sharpdesk ver3.2 10/50-License Kit	
MX-USA0	Sharpdesk ver3.2 100-License Kit	

Options Diagram



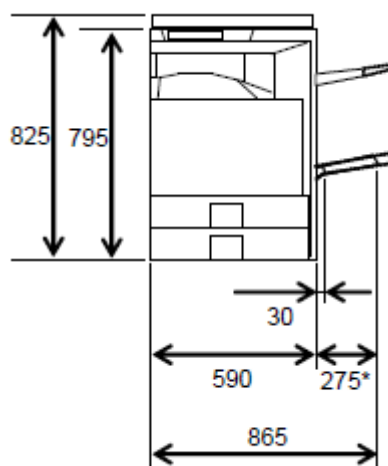
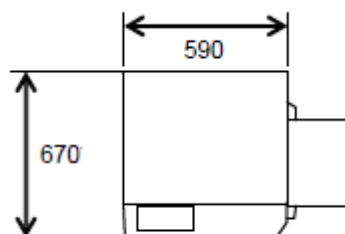
■ Outer Dimensions

With RSPF



*380mm with
bypass tray
extended.

Without OC/ With OC



*380 mm with
bypass tray
extended.

■ Functional Combinations

	Copy	PCL Printing	PS Printing	Fax	I-Fax	Scan	Filing	Sharp OSA
MX-2301N	✓	✓	✓	✓	✓	✓	✓	✓
MX-PKX1			✓					
MX-FXX2				✓				
MX-FWX1					✓			
MX-AMX2/3								✓

✓ required

■ Consumables List



Model Name	Contents	Qty	Life	Min. Order Qty	Remark
MX-31GTBA	Black Toner Cartridge	1	18k	10	A4 5% coverage
MX-31GTCA	Cyan Toner Cartridge	1	15k	10	A4 5% coverage
MX-31GTMA	Magenta Toner Cartridge	1	15k	10	A4 5% coverage
MX-31GTYA	Yellow Toner Cartridge	1	15k	10	A4 5% coverage
MX-31GRSA	OPC Drum	1	100k (Black) 60k (Colour)	10	For all colour
MX-31GUSA	OPC Drum Unit (OPC Drum / Unit Parts included)	1	100k (Black) 60k (Colour)	10	For all colour
MX-31GVBA	Black Developer	1	100k	10	
MX-31GVSA	Colour Developer	C/M/Y 1 each	60k	10	3-colour set (C/M/Y)
MX-310UH*	Upper Heat Roller Kit	1	200k	10	
MX-310LH*	Lower Heat Roller Kit	1	200k	10	
MX-310B1*	Primary Transfer Belt Kit	1	200k	5	
MX-310X1*	Primary Transfer Roller Kit	1	200k	10	
MX-310B2*	Secondary Transfer Belt Kit	1	300K	10	
MX-310X2*	Secondary Transfer Roller Kit	1	300K	10	
MX-310PD*	PS Paper Dust Removing Unit	1	100k	10	
MX-310FL*	Filter Kit	1	100k	10	
MX-310CR*	Cleaning Roller Kit	1	100k	10	
MX-310HB*	Waste Toner Box / LSU Cleaner	1	50k	5	Each colour 5% coverage B/W:75%, Colour:25%
MX-310DS*	DV Seal Kit	1	100k (Black) 60k (Colour)	10	
MX-310MK*	Main Charger Kit	1	100k (Black) 60k (Colour)	10	
MX-SCX1	Staple Cartridge (for MX-FNX9)	3	15k	20	
AR-SV1	Stamp Cartridge (for AR-SU1)	2	-	20	
MX-310U1*	Primary Transfer Belt Unit	1	(for service rotation)	1	
MX-310U2*	Secondary Transfer Belt Unit	1		1	
MX-310FU*	Fusing Unit (Heater Lamp 230V)	1		1	
MX-310FU2*	Fusing Unit (Heater Lamp 100V)	1		1	

*The life may vary depending on the document and the environmental factors.



COMPETITIVE COMPARISON

This competitive analysis has compared the Sharp MX-2301N against <insert number> main competitors in order to highlight which machines hold the competitive advantage. The analysis summarises Sharp's strengths and weaknesses.



■ Sharp MX-2301N vs Ricoh MPC 2030

Strengths of Sharp MX-2301N	Strengths of Ricoh MPC 2030
<ul style="list-style-type: none"> ✓ Std document filing ✓ Higher paper capacity (std & max) ✓ Heavier paper support (duplex) ✓ More job programs ✓ Longer toner life ✓ Faster output ✓ Faster first copy (colour & BW) ✓ More memory available (std & max) ✓ Std HDD ✓ Higher capacity document feeder ✓ Opt PS support ✓ Std PCL support ✓ Std Unix/Linux ✓ More printer memory available (std & max) ✓ Faster processor ✓ Std1000Base-T support ✓ Faster scan speed ✓ More scan destinations ✓ Opt finisher ✓ Opt hole punch 	<ul style="list-style-type: none"> ✓ Heavier paper support (trays) ✓ Faster warm-up time ✓ Smaller dimensions ✓ Std network scanning application 

■ Sharp MX-2301N vs Ricoh MPC 2050

Strengths of Sharp MX-2301N	Strengths of Ricoh MPC 2050
<ul style="list-style-type: none"> ✓ Std document filing ✓ Higher paper capacity (std & max) ✓ Heavier paper support (duplex) ✓ More job programs ✓ Longer toner life ✓ Faster output ✓ Faster first copy (colour & BW) ✓ More memory available (std & max) ✓ More HDD capacity ✓ Higher capacity document feeder ✓ Faster processor ✓ Std 1000Base-T support ✓ More fax broadcast destinations ✓ Faster scan speed 	<ul style="list-style-type: none"> ✓ Heavier paper support (trays) ✓ Faster warm-up time ✓ More account numbers ✓ Smaller dimensions ✓ Opt parallel interface ✓ Std PC-Fax ✓ Std network scanning application 

■ Sharp MX-2301N vs Konica Minolta C200

Strengths of Sharp MX-2301N	Strengths of Konica Minolta C200
<ul style="list-style-type: none"> ✓ Std document filing ✓ More std paper source available ✓ Higher std paper capacity ✓ Heavier paper support (duplex) ✓ More job programs ✓ More account numbers ✓ Faster output ✓ Faster first copy (colour & BW) ✓ More std memory available ✓ Smaller dimension ✓ Std HDD ✓ Std document feeder ✓ Higher capacity document feeder ✓ Win Server 2008 support ✓ Faster processor ✓ Std 1000Base-T support ✓ More fax broadcast destinations ✓ Faster scan speed ✓ More scan destinations ✓ Opt finisher ✓ Opt hole punch 	<ul style="list-style-type: none"> ✓ Higher max paper capacity ✓ Heavier paper support (trays) ✓ Faster warm-up time ✓ Longer toner life ✓ Std PS support
	

■ Sharp MX-2301N vs Konica Minolta C203

Strengths of Sharp MX-2301N	Strengths of Konica Minolta C203
<ul style="list-style-type: none"> ✓ Faster warm-up time ✓ More job programs ✓ Smaller dimensions ✓ Faster output ✓ Faster first copy (colour & BW) ✓ More memory available (std & max) ✓ More HDD capacity ✓ Std document feeder ✓ Win Server 2008 support ✓ More scan destinations 	<ul style="list-style-type: none"> ✓ Higher paper capacity (std & max, bypass) ✓ Heavier paper support (trays & bypass, duplex) ✓ Longer toner life ✓ Std PS support ✓ Std XPS support ✓ Higher processor ✓ Std i-Fax support ✓ More fax broadcast destinations ✓ More pages stored in document filing ✓ Faster scan speed ✓ Higher capacity finisher
